

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CB Holdings, LLC		02/01/2006	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	International Direct Group, Inc.		
Street Address:	230 West 39th Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1512839	CASABLANCA	
CORRESPONDENCE DATA			
Fax Number:	(212)355-3333		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	212-813-8800		
Email:	ksageser@goodwinprocter.com		
Correspondent Name:	Jessica Rothstein		
Address Line 1:	599 Lexington Avenue		
Address Line 2:	Goodwin Procter LLP		
Address Line 4:	New York, NEW YORK 10022		
NAME OF SUBMITTER:	Jessica Rothstein		
Signature:	/jessicarothstein/		
Date:	07/05/2006		

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REEL: 003341 FRAME: 0351

Total Attachments: 3

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**ASSIGNMENT OF FEDERAL TRADEMARK REGISTRATION**

Assignment of Federal Trademark Registration made this 14 day of February, 2006 by CB HOLDINGS, LLC, a New York limited liability company with offices at 105 Corporate Park Drive, White Plains, New York 10604 ("Assignor") to INTERNATIONAL DIRECT GROUP, INC., a New York corporation with offices at 230 West 39th Street, New York, New York 10018 ("Assignee").

**WITNESSETH:**

**WHEREAS**, Assignor is the owner of the Federal Trademark CASABLANCA registered on November 15, 1988 under Registration No. 1512839 by the United States Patent and Trademark Office; and

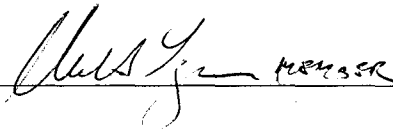
**WHEREAS**, Assignor and Assignee hereby appoint Jeffrey B. Krongold, Attorney at Law, of the Law Offices of Schaeffer & Krongold, LLP, 450 Seventh Avenue, New York, New York 10123, (212) 279-3467, member of the Bar of the State of New York, to file this assignment and to transact all business in the United States Patent and Trademark Office in connection therewith and to receive all receipts and acknowledgements thereof.

In consideration of Ten Dollars (\$10.00) and other good and valuable consideration, paid by Assignee to Assignor, the receipt and sufficiency of which are hereby acknowledged, the Assignor hereby assigns to Assignee all of its right, title, interest and goodwill in and to the Federal Trademark CASABLANCA registered on November 15, 1988, under Registration No. 1512839 by the United States Patent and Trademark Office.

**IN WITNESS WHEREOF**, Assignor has executed this Assignment on the date first  
above written.

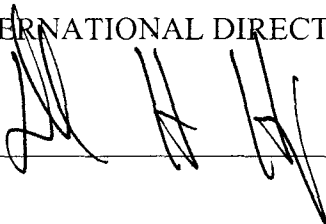
**ASSIGNOR:**

CB HOLDINGS, LLC

By:  \_\_\_\_\_

**ASSIGNEE:**

INTERNATIONAL DIRECT GROUP, INC.

By:  \_\_\_\_\_

ACKNOWLEDGEMENT

STATE OF NEW YORK     )  
  ) ss:  
COUNTY OF ~~NEW YORK~~ )  
  Westchester

On the 18<sup>th</sup> day of ~~February~~ <sup>March</sup> in the year 2006 before me, the undersigned, a notary public in and for said state, personally appeared Kenneth S. Lazar, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his capacity, and that by his signature on the instrument, the individual acted, executed the instrument.

**TINA VASILE**  
Notary Public, State of New York  
No. 01VA6109668  
Qualified in Westchester County  
Commission Expires May 17, 2008

Tina Vasile  
Notary Public

STATE OF NEW YORK     )  
  ) ss:  
COUNTY OF NEW YORK )

On the 1<sup>st</sup> day of February in the year 2006 before me, the undersigned, a notary public in and for said state, personally appeared Hyman Hilday, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his capacity, and that by his signature on the instrument, the individual acted, executed the instrument.

Jeffrey B. Krongold  
Notary Public

JEFFREY B. KRONGOLD  
Notary Public, State of N.Y.  
No. 02KR-4503327  
Qualified in New York County  
Commission Expires Jan. 31, 2010